

Annual Report

CAT-TV

2022 - 2023



About Us



CAT-TV is Bennington's local community media center dedicated to amplifying **local voices and celebrating **community spirit**.**

We provide Public, Education and Government access services that foster free speech and promote public dialogue. Through our work we create informed conversations, increase public participation, broaden perspectives, and help build a stronger community.





Our Services



Local Coverage

We offer local coverage that you can't find anywhere else. Whether it's produced by our staff or by local citizens, CAT-TV's content is a true representation of our community.



Gear & Training

We have an amazing inventory of technology and production equipment that is available to local citizens. We also offer access to training and support.



Community Engagement

We have connected the community for more than 30 years! Creating civic engagement, supporting rights to free speech, and highlighting all that happens in our towns.

2023 In Review



**Increased
Local
Coverage**



**Offered
Closed
Captioning**



**Hosted
Summer
Internship**



**Made
Inventory
Upgrades**

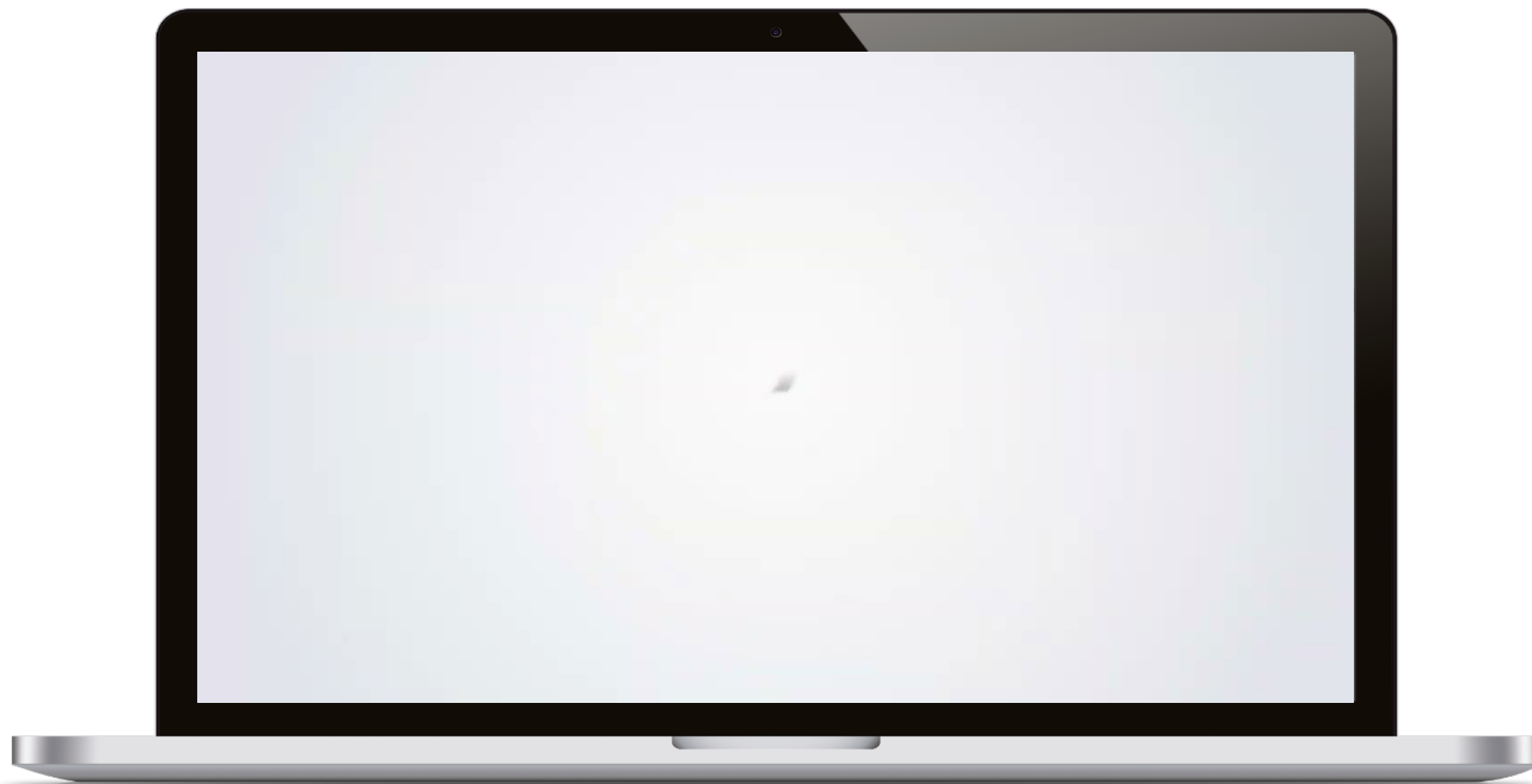


**Honored
Local
Veterans**



**Added
to our
Team**

2023 **Highlight Reel**



Production **Services**

203

Gear

84

Events

43

Studio

25

Podcasts

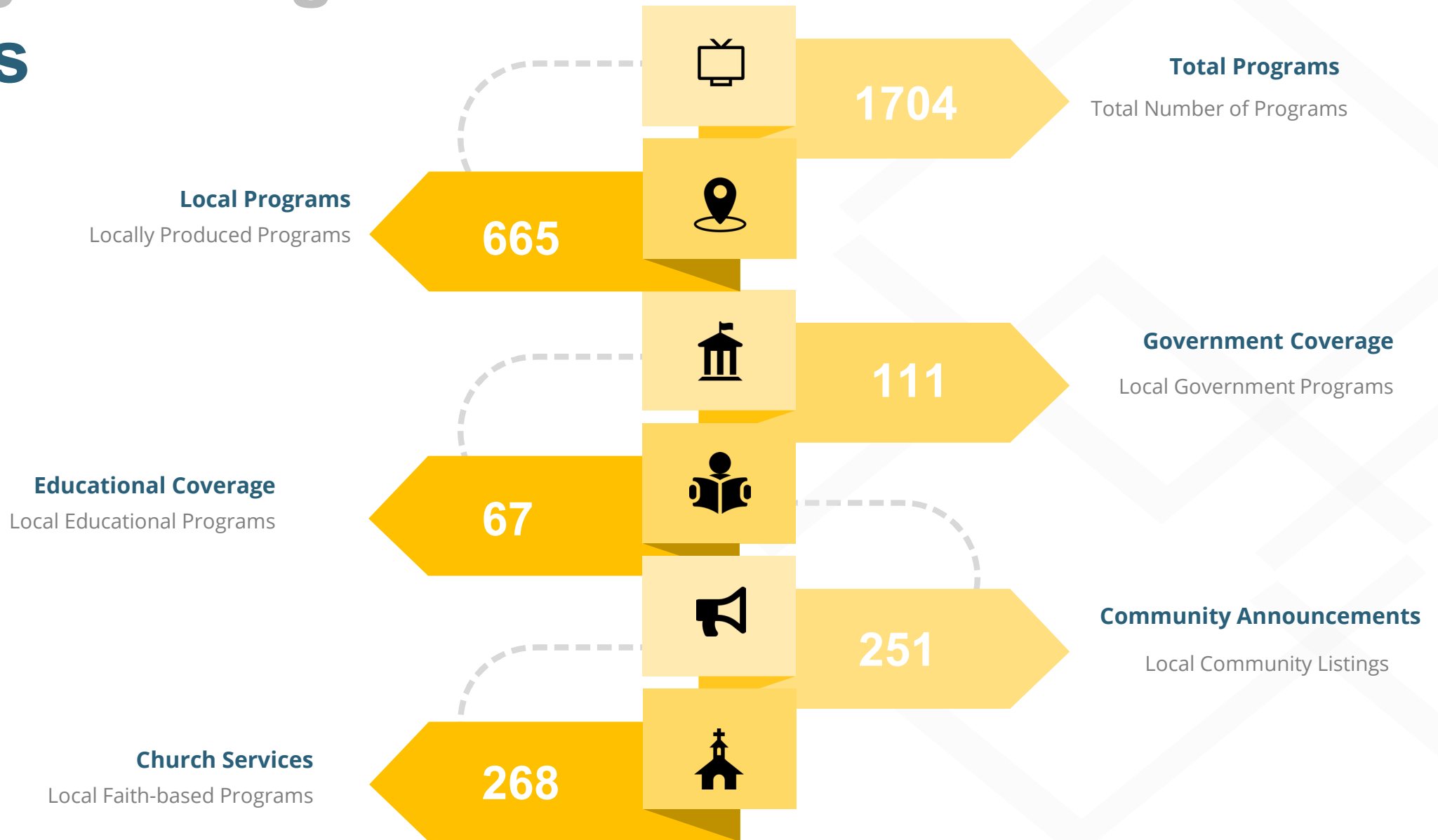
176

Meetings

Our staff and members made good use of our vast equipment inventory this year. We offer many levels of equipment packages depending on needs and skill level. Our new Podcast Kit is an all-in-one portable solution for those hoping to start their new venture. Don't forget about the in-house studio equipped with 3 cameras and options for sets and backdrops!



Programming Stats



Local Programs
Locally Produced Programs

665



1704



Total Programs
Total Number of Programs

Educational Coverage
Local Educational Programs

67



111



Government Coverage
Local Government Programs

Church Services
Local Faith-based Programs

268



251



Community Announcements
Local Community Listings

Distribution Services

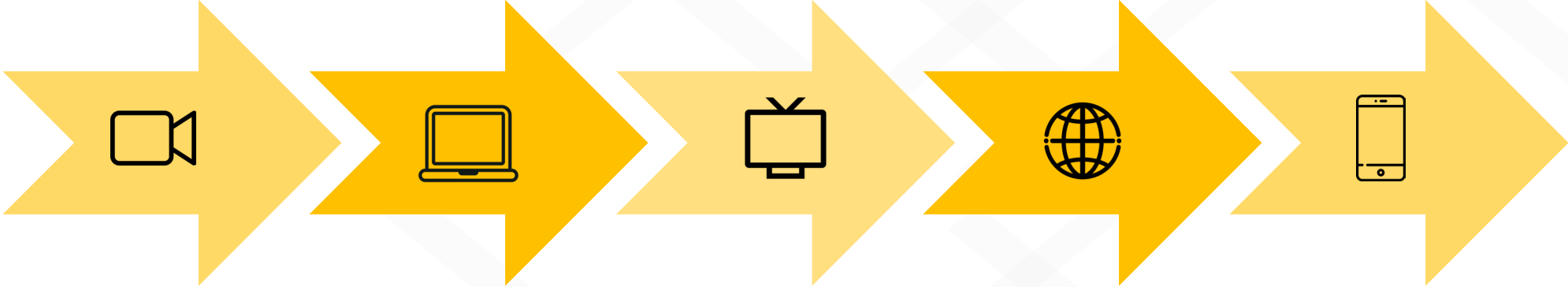
Closed Captioning on
Government & Education
Meetings!

Comcast Cable

4428 Comcast Subscribers **-14%**
13,906 Homes Passed
32% Saturation Rate

Website

8,800 Page Views **+20%**
3,919 Users **+46%**



YouTube

40,109 Views **+39%**
1,033 Subscribers **+15%**

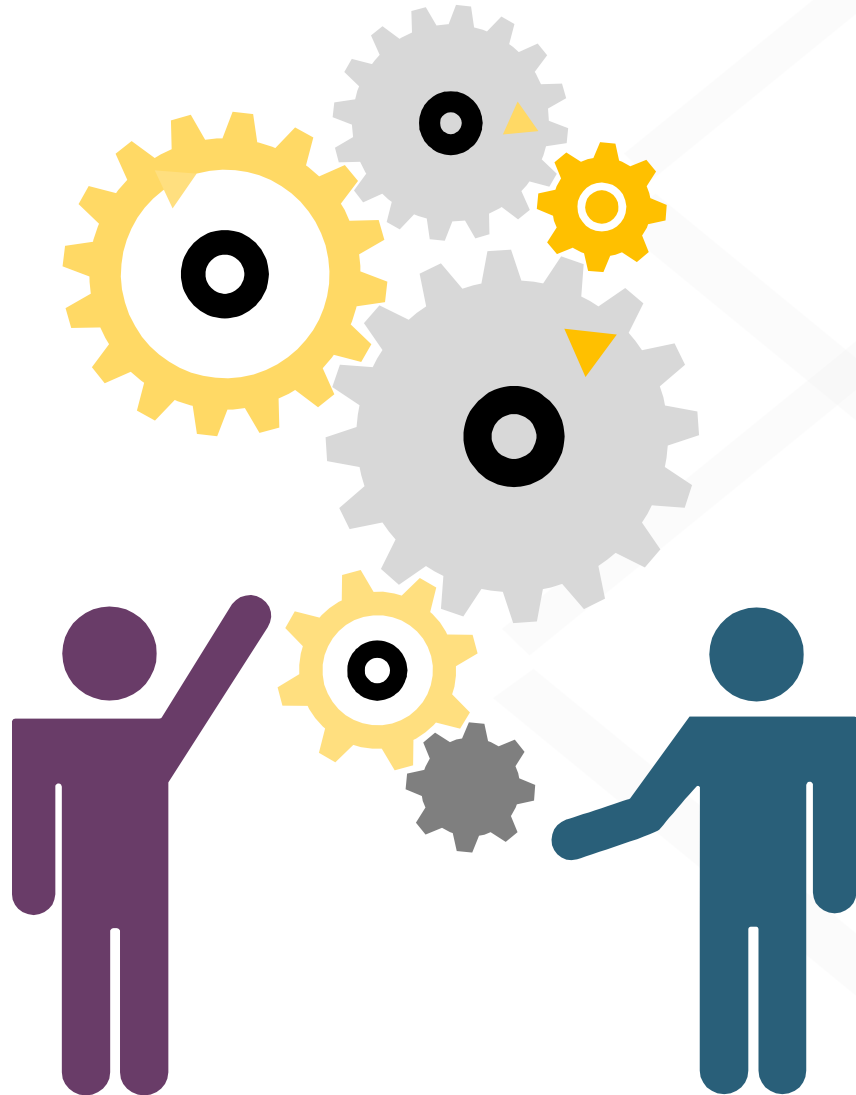
Facebook

228,291 Minutes Watched
6,586 Followers

E-Blast

10,529 Sent
33% Open Rate **+9%**

Membership Data



208



Paid Members

Individual and Non Profit
Organizational Members

207



Friends

Subscribed Supporters and
previous unpaid members

357



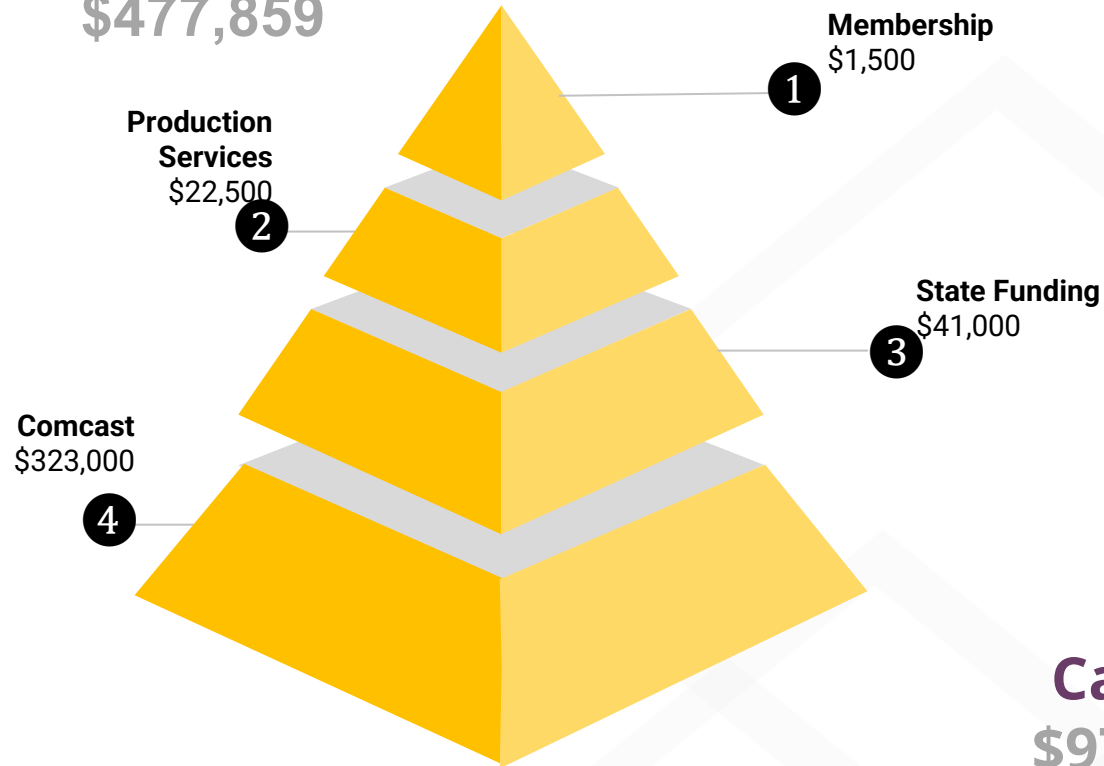
Associates

Community members and
organizations with engagement

CAT-TV Budget

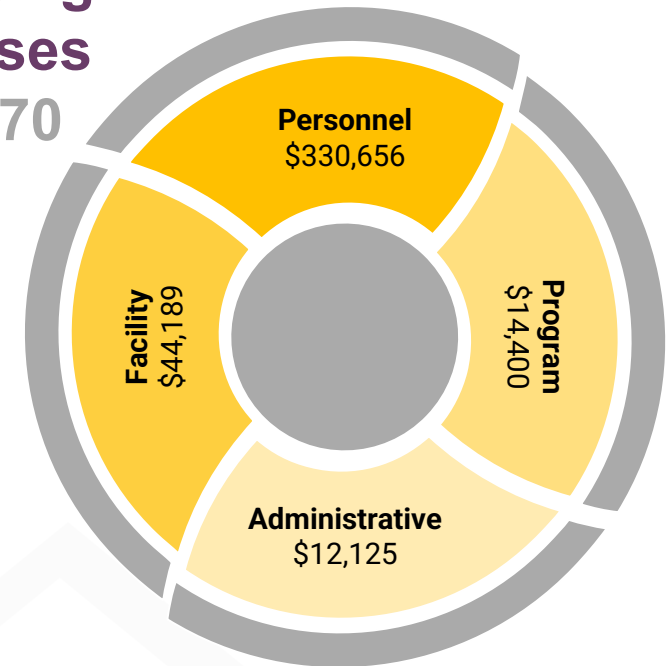
Operating Income

\$477,859



Operating Expenses

\$401,370



Capital Budget
\$97,409 Income
\$74,685 Expenses

Facility: \$25,500
Production: \$49,185

Industry Challenges

Declining Revenue

As streaming takes hold, our funding base suffers.



Legislative Trends

Threatening attempts to undermine protection for PEG.



Funding Solutions

A Legislative Bill has been introduced that would provide a solution.



State Gap Funding

One-time funding from the State Budget has provided immediate relief.



Advocacy Work

We are working to influence change and create sustainability.

Cable Funding

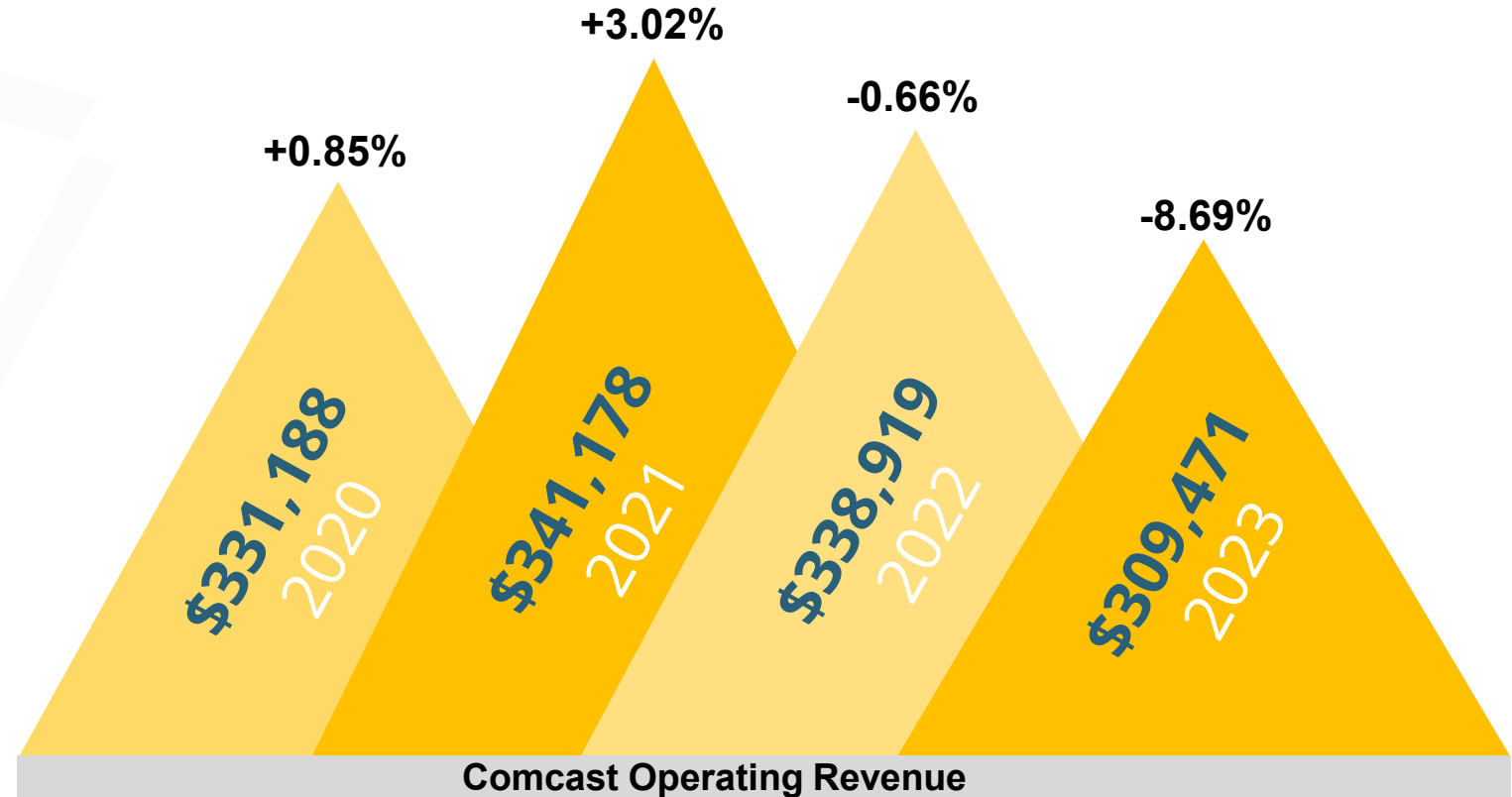
Declining Cable Revenue is Real.

We've been warning of the threats to PEG Funding for many years. Now we are seeing the decline from cutting cable services in favor of streaming.

Each Comcast Cable Subscriber in our area pays a 5.77% fee to satisfy Comcast's obligation to provide PEG Programming.

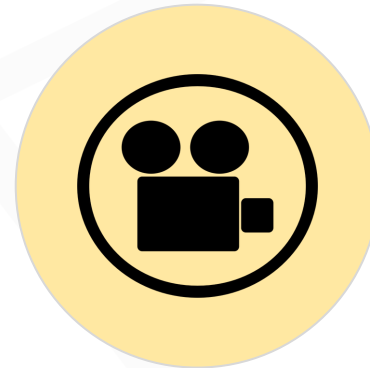
5% of that funding is goes towards Operating Expenses and .77% towards Capital Expenses. This year we are down by 8.69% from last year's funding.

Capital Funding is decreasing at a similar rate, down 8.85% from the previous year.



Local Solutions

In addition to the state and national advocacy work, CAT-TV is hard at work locally to supplement our funding decline by developing a paid membership structure and charging for production services. We are embarking on a new commercial underwriter program and launching fundraising incentives.



Production Services



Memberships



Fundraising



Commercial Underwriters

Our Team

Lisa Byer
Executive Director



William Gardner
Operations Manager



Mike Cutler
Production Manager



Josh Boucher
Production Associate



Jim Vires
Production Associate



Li (Xiaochun Li)
Digital Content Coordinator



Board of Directors



Tim Scoggins, *President*



Dan Cross, *Vice President*



Greg Van Houten, *Treasurer*



Sarah Krinsky, *Secretary*



Asa Morin



Frank Barnes



Jack Rossiter-Munley

Looking Forward

**Recruit
Commercial
Support**

**Continue
Advocacy
Work**

**Expand
Viewing
Platforms**

**Broaden
Non Profit
Services**

**Diversify
Revenue
Sources**

**Increase
Community
Engagement**

Get Involved



All of our work means nothing without you!

Now is the time to get involved, learn new skills, support our mission and help preserve CAT-TV into the future.



Membership

Did you cut cable? We need your financial support.



Commercial Support

Your business would benefit from our audience!



Training & Gear

We can all take videos with our phone, but is it good?



Mission Support

Now's the time to save community media. Be a local hero.

Watch



Connect



Engage



Comcast Xfinity
Ch. 1075, 1085, 1095



Catamountaccess.com



CATTV Bennington



CATTVBennington

625 Main Street Bennington, VT 802-442-8868